

Revenue Analysis of Walmart Sales Data from 10 Stores in CA, TX, and WI (Feb. 2011 - Mar. 2016)

Created by Yeon-Soo Chung

\$184.14M

Total Revenue

YTD Revenue

\$11.62M✓

Prev. YTD: \$9.97M (+16.55%)

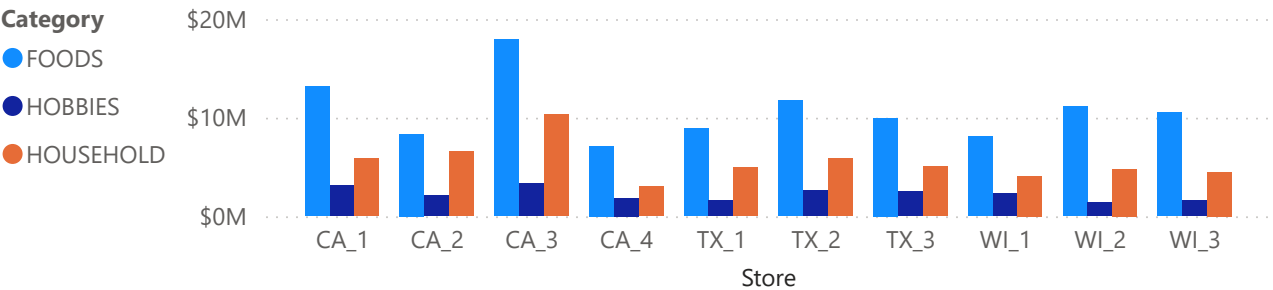
MTD Revenue

\$3.98M✓

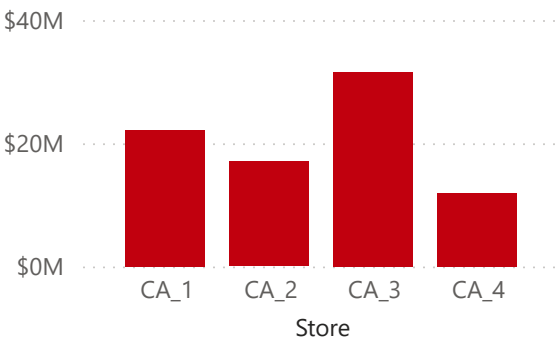
Prev. MTD: 3.82M (+4.04%)

See how revenue is distributed across states and categories.

Drill down to see this distribution across stores.



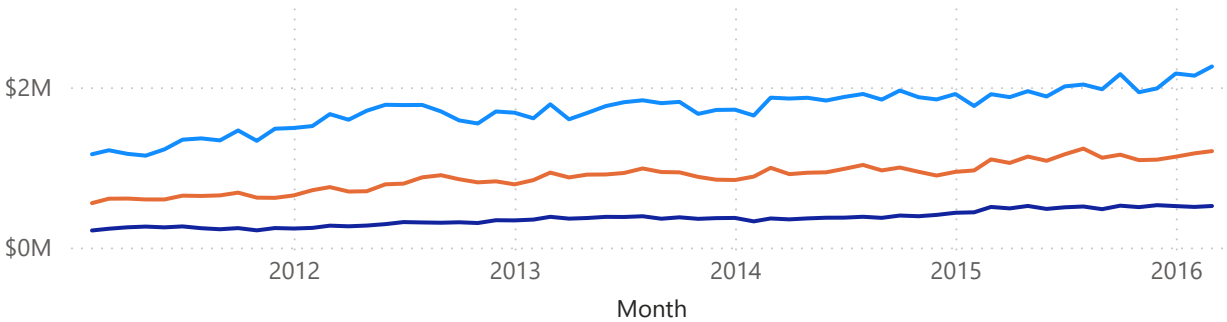
California Revenue



Trend of revenue by product category:

Category

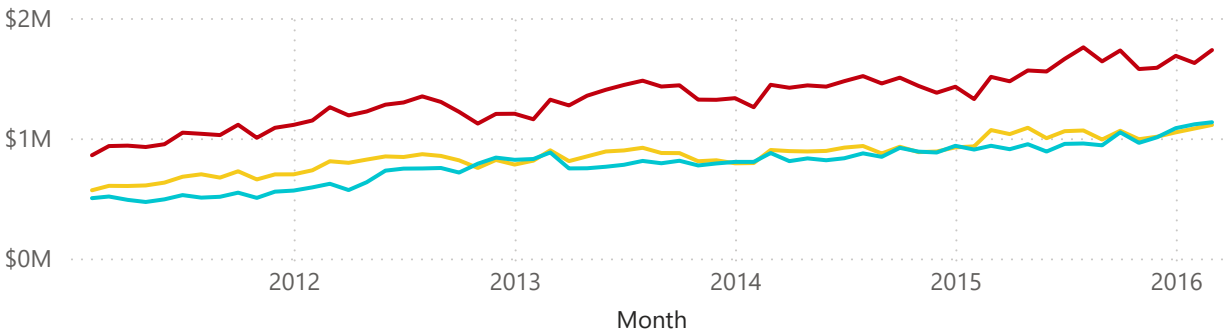
- FOODS
- HOBBIES
- HOUSEHOLD



Trend of revenue by state:

State

- CA
- TX
- WI



Date

2/1/2011

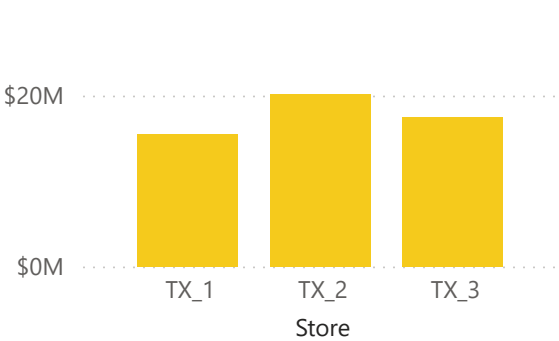
3/31/2016



Total revenue breakdown by category and department:

| Category | Revenue | % Revenue |
|-------------|------------------|-----------|
| FOODS | \$106,877,427.21 | 58.04% |
| FOODS_1 | \$12,695,535.40 | 6.89% |
| FOODS_2 | \$24,464,999.96 | 13.29% |
| FOODS_3 | \$69,716,891.85 | 37.86% |
| HOBBIES | \$22,374,558.92 | 12.15% |
| HOBBIES_1 | \$21,221,427.90 | 11.52% |
| HOBBIES_2 | \$1,153,131.02 | 0.63% |
| HOUSEHOLD | \$54,887,692.23 | 29.81% |
| HOUSEHOLD_1 | \$40,461,740.50 | 21.97% |
| HOUSEHOLD_2 | \$14,425,951.73 | 7.83% |
| Total | \$184,139,678.36 | 100.00% |

Texas Revenue



Wisconsin Revenue



CALIFORNIA

Select date range:

5/1/2015

8/31/2015

Store

CA_2

\$321.29K

Total Revenue

YTD Revenue

\$1.54M!

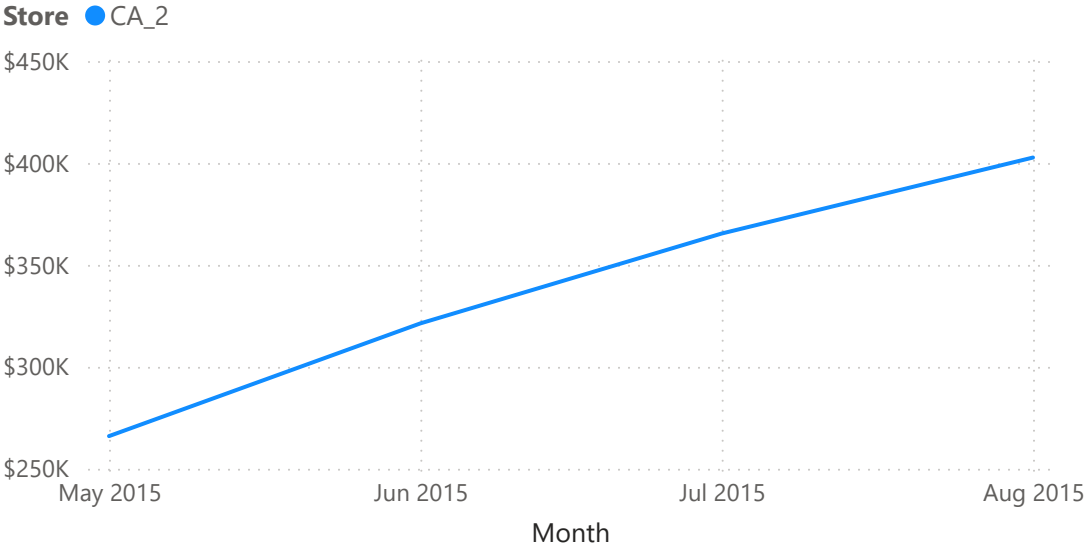
Prev. YTD: \$1.61M (-4.09%)

MTD Revenue

\$321.29K✓

Prev. MTD: 253.38K (+26.8%)

Temporal trend of each store's revenue:

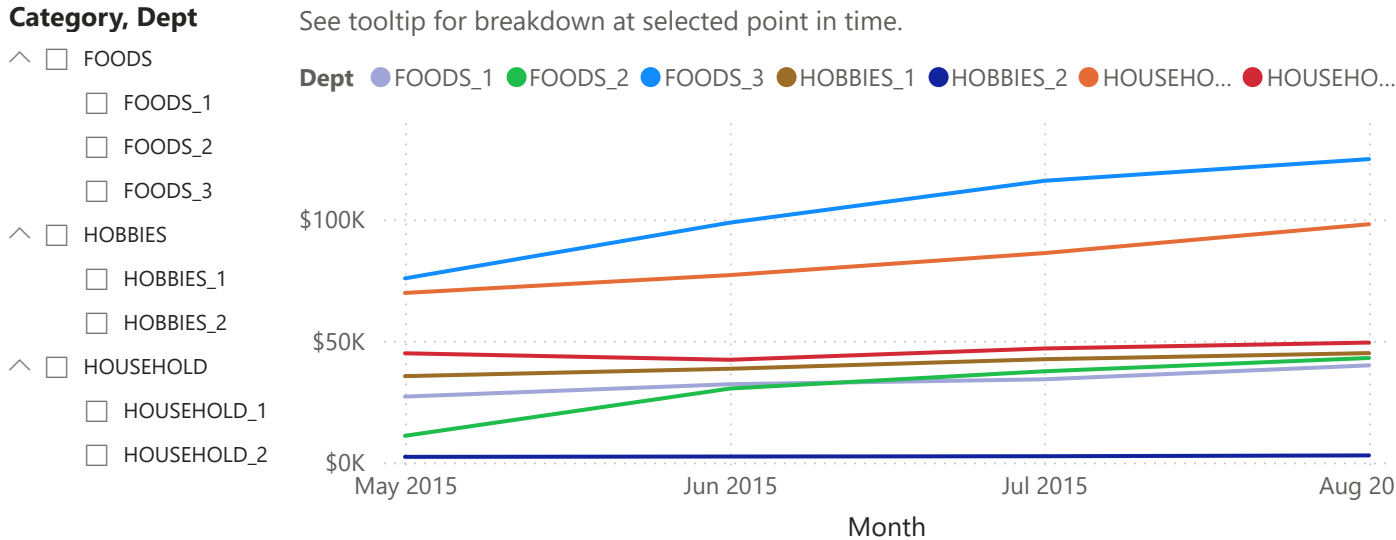


Matrix-1: Revenue changes and percentages. The right-most column lists the percentage of the total revenue change from last month contributed by the revenue change of a specific category or department.

| Month of | Previous Month Revenue | Revenue | Revenue Change from Last Month | Revenue MoM % ▲ | % of Total Monthly Revenue ▲ |
|-------------|------------------------|----------------|--------------------------------|-----------------|------------------------------|
| HOUSEHOLD_1 | \$61,227.58 | \$69,695.70 | \$8,468.12 | 13.83% | 34.37% |
| HOUSEHOLD_2 | \$42,115.22 | \$44,874.97 | \$2,759.75 | 6.55% | 11.20% |
| 6/1/2015 | \$265,997.45 | \$321,285.35 | \$55,287.90 | 20.79% | 100.00% |
| FOODS | \$113,683.77 | \$161,121.71 | \$47,437.94 | 41.73% | 85.80% |
| FOODS_1 | \$27,060.77 | \$32,145.10 | \$5,084.33 | 18.79% | 9.20% |
| FOODS_2 | \$10,934.17 | \$30,369.49 | \$19,435.32 | 177.75% | 35.15% |
| FOODS_3 | \$75,688.83 | \$98,607.12 | \$22,918.29 | 30.28% | 41.45% |
| HOBBIES | \$37,743.01 | \$40,926.42 | \$3,183.41 | 8.43% | 5.76% |
| HOBBIES_1 | \$35,468.67 | \$38,512.87 | \$3,044.20 | 8.58% | 5.51% |
| HOBBIES_2 | \$2,274.34 | \$2,413.55 | \$139.21 | 6.12% | 0.25% |
| HOUSEHOLD | \$114,570.67 | \$119,237.22 | \$4,666.55 | 4.07% | 8.44% |
| Total | | \$1,355,301.37 | | | |

Temporal trend of each department's revenue:

See tooltip for breakdown at selected point in time.



Filter this page to month-level granularity (like by clicking on a month in Matrix-1 or in a visual), and you can use **Matrix-2** below to view % of Total Monthly Revenue Change at the item level. Sort by the 3rd column in descending or ascending order to see top contributions to revenue increase and decrease, respectively.

| Item | Revenue | % Total Revenue | Revenue ▲ from Last Month | % of Total Monthly Revenue ▲ |
|-------------|--------------|-----------------|---------------------------|------------------------------|
| FOODS_3_252 | \$2,302.06 | 0.72% | \$1,361.96 | 2.46% |
| FOODS_3_586 | \$2,042.88 | 0.64% | \$1,317.12 | 2.38% |
| FOODS_3_120 | \$2,953.14 | 0.92% | \$1,095.60 | 1.98% |
| FOODS_3_362 | \$962.50 | 0.30% | \$705.00 | 1.28% |
| FOODS_3_541 | \$679.00 | 0.21% | \$679.00 | 1.23% |
| FOODS_3_319 | \$647.00 | 0.20% | \$647.00 | 1.17% |
| FOODS_3_635 | \$604.00 | 0.19% | \$604.00 | 1.09% |
| Total | \$321,285.35 | 100.00% | \$55,287.90 | 100.00% |

TEXAS

Select date range:

2/1/2011 3/31/2016

Store

All

\$53.09M

Total Revenue

YTD Revenue

\$3.24M

Prev. YTD: \$2.92M (+10.82%)

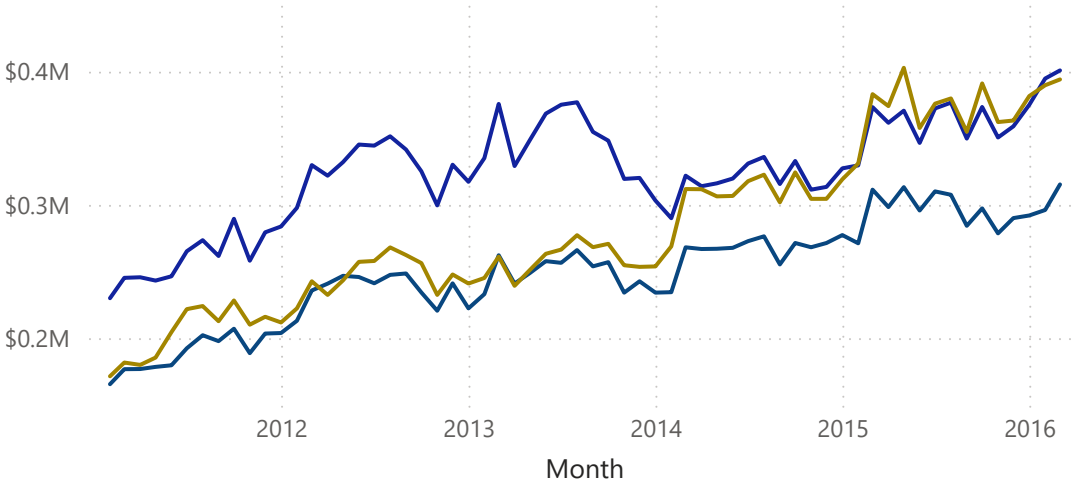
MTD Revenue

\$1.11M

Prev. MTD: 1.08M (+2.74%)

Temporal trend of each store's revenue:

Store TX_1 TX_2 TX_3



Matrix-1: Revenue changes and percentages. The right-most column lists the percentage of the total revenue change from last month contributed by the revenue change of a specific category or department.

| Month of | Previous Month Revenue | Revenue | Revenue Change from Last Month | Revenue MoM % ▲ | % of Total Monthly Revenue ▲ |
|-----------|------------------------|-----------------|--------------------------------|-----------------|------------------------------|
| 2/1/2011 | \$64,481.96 | \$566,704.60 | \$502,222.64 | 778.86% | 100.00% |
| 3/1/2011 | \$566,704.60 | \$603,579.99 | \$36,875.39 | 6.51% | 100.00% |
| 4/1/2011 | \$603,579.99 | \$602,348.37 | (\$1,231.62) | -0.20% | 100.00% |
| 5/1/2011 | \$602,348.37 | \$606,963.34 | \$4,614.97 | 0.77% | 100.00% |
| 6/1/2011 | \$606,963.34 | \$630,484.63 | \$23,521.29 | 3.88% | 100.00% |
| 7/1/2011 | \$630,484.63 | \$679,306.00 | \$48,821.37 | 7.74% | 100.00% |
| 8/1/2011 | \$679,306.00 | \$699,718.79 | \$20,412.79 | 3.00% | 100.00% |
| 9/1/2011 | \$699,718.79 | \$672,075.37 | (\$27,643.42) | -3.95% | 100.00% |
| 10/1/2011 | \$672,075.37 | \$724,817.21 | \$52,741.84 | 7.85% | 100.00% |
| 11/1/2011 | \$724,817.21 | \$656,881.95 | (\$67,935.26) | -9.37% | 100.00% |
| Total | | \$53,090,275.27 | | | |

Category, Dept

- ☐ FOODS

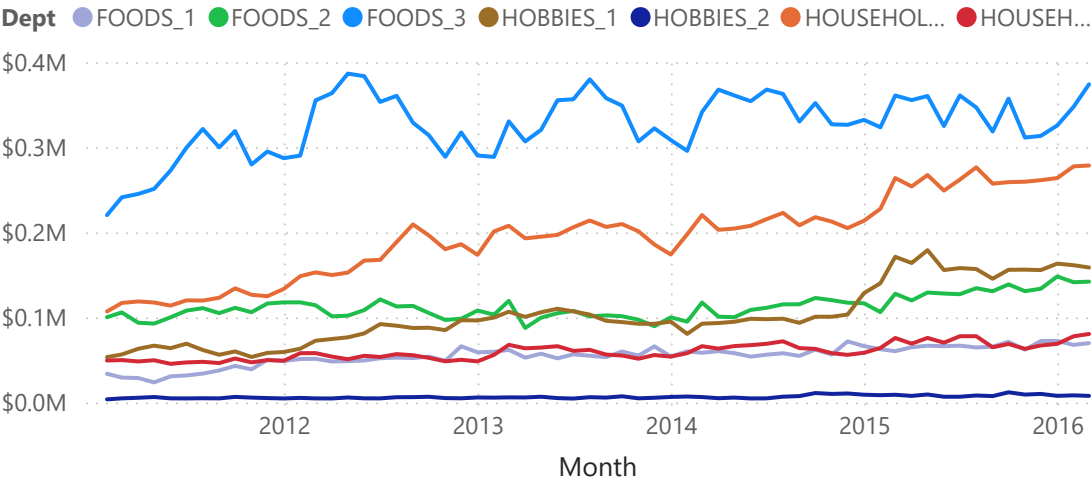
☐ FOODS_1☐ FOODS_2☐ FOODS_3
- ☐ HOBBIES

☐ HOBBIES_1☐ HOBBIES_2
- ☐ HOUSEHOLD

☐ HOUSEHOLD_1☐ HOUSEHOLD_2

Temporal trend of each department's revenue:

See tooltip for breakdown at selected point in time.



Filter this page to month-level granularity (like by clicking on a month in Matrix-1 or in a visual), and you can use **Matrix-2** below to view % of Total Monthly Revenue Change at the item level. Sort by the 3rd column in descending or ascending order to see top contributions to revenue increase and decrease, respectively.

| Item | Revenue | % Total Revenue | Revenue ▲ from Last Month | % of Total Monthly Revenue ▲ |
|-------------|-----------------|-----------------|---------------------------|------------------------------|
| FOODS_1_001 | \$6,413.80 | 0.01% | | |
| FOODS_1_002 | \$11,457.78 | 0.02% | | |
| FOODS_1_003 | \$5,758.25 | 0.01% | | |
| FOODS_1_004 | \$66,107.58 | 0.12% | | |
| FOODS_1_005 | \$16,577.22 | 0.03% | | |
| FOODS_1_006 | \$8,712.34 | 0.02% | | |
| FOODS_1_008 | \$2,111.62 | 0.00% | | |
| Total | \$53,090,275.27 | 100.00% | | |

WISCONSIN

Select date range:

2/1/2011

3/31/2016

Store

All

\$48.36M

Total Revenue

YTD Revenue

\$3.33M✓

Prev. YTD: \$2.78M (+19.89%)

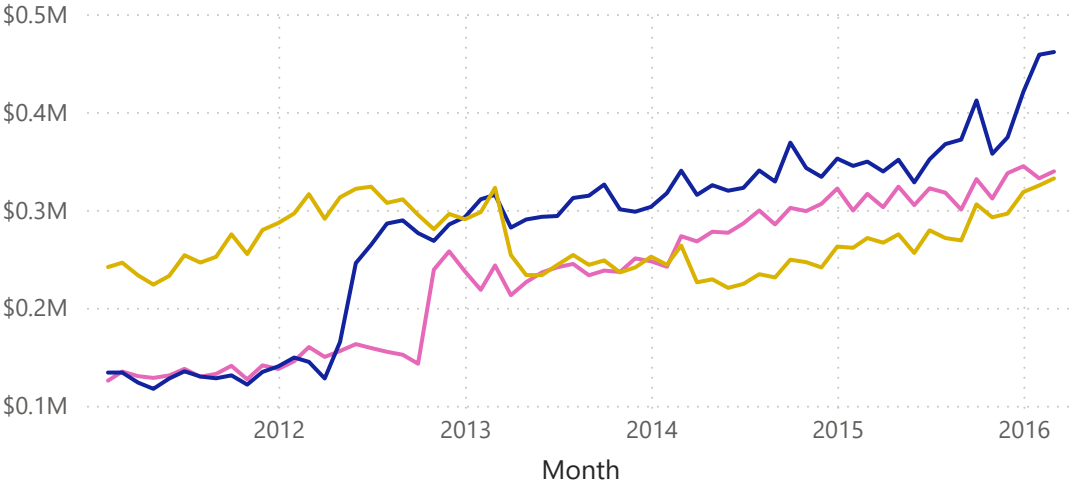
MTD Revenue

\$1.13M✓

Prev. MTD: 1.12M (+1.53%)

Temporal trend of each store's revenue:

Store WI_1 WI_2 WI_3



Matrix-1: Revenue changes and percentages. The right-most column lists the percentage of the total revenue change from last month contributed by the revenue change of a specific category or department.

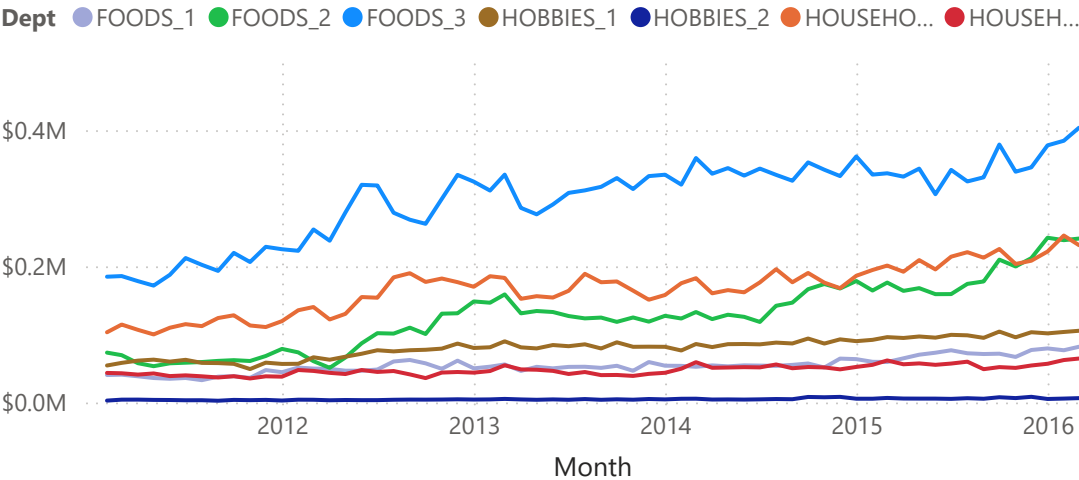
| Month of | Previous Month Revenue | Revenue | Revenue Change from Last Month | Revenue MoM % ▲ | % of Total Monthly Revenue ▲ |
|------------------------|------------------------|-----------------|--------------------------------|-----------------|------------------------------|
| <div>+</div> 2/1/2011 | \$57,238.84 | \$501,031.61 | \$443,792.77 | 775.34% | 100.00% |
| <div>+</div> 10/1/2015 | \$940,840.48 | \$1,048,749.89 | \$107,909.41 | 11.47% | 100.00% |
| <div>+</div> 6/1/2012 | \$633,869.85 | \$730,078.77 | \$96,208.92 | 15.18% | 100.00% |
| <div>+</div> 1/1/2016 | \$1,007,746.69 | \$1,083,462.60 | \$75,715.91 | 7.51% | 100.00% |
| <div>+</div> 10/1/2014 | \$845,045.75 | \$919,821.34 | \$74,775.59 | 8.85% | 100.00% |
| <div>+</div> 3/1/2014 | \$802,909.39 | \$876,673.61 | \$73,764.22 | 9.19% | 100.00% |
| <div>+</div> 11/1/2012 | \$714,124.37 | \$787,596.81 | \$73,472.44 | 10.29% | 100.00% |
| <div>+</div> 5/1/2012 | \$568,552.62 | \$633,869.85 | \$65,317.23 | 11.49% | 100.00% |
| <div>+</div> FOODS | \$337,504.41 | \$391,498.80 | \$53,994.39 | 16.00% | 82.66% |
| <div>+</div> HOUSEHOLD | \$165,227.11 | \$171,726.62 | \$6,499.51 | 3.93% | 9.95% |
| Total | | \$48,362,086.17 | | | |

Temporal trend of each department's revenue:

See tooltip for breakdown at selected point in time.

Category, Dept

- FOODS
- FOODS_1
- FOODS_2
- FOODS_3
- HOBBIES
- HOBBIES_1
- HOBBIES_2
- HOUSEHOLD
- HOUSEHOLD_1
- HOUSEHOLD_2



Filter this page to month-level granularity (like by clicking on a month in Matrix-1 or in a visual), and you can use **Matrix-2** below to view % of Total Monthly Revenue Change at the item level. Sort by the 3rd column in descending or ascending order to see top contributions to revenue increase and decrease, respectively.

| Item | Revenue | % Total Revenue | Revenue ▲ from Last Month | % of Total Monthly Revenue ▲ |
|-------------|-----------------|-----------------|---------------------------|------------------------------|
| FOODS_1_001 | \$5,311.80 | 0.01% | | |
| FOODS_1_002 | \$23,924.92 | 0.05% | | |
| FOODS_1_003 | \$11,076.30 | 0.02% | | |
| FOODS_1_004 | \$83,023.92 | 0.17% | | |
| FOODS_1_005 | \$17,197.90 | 0.04% | | |
| FOODS_1_006 | \$16,812.73 | 0.03% | | |
| FOODS_1_008 | \$5,859.32 | 0.01% | | |
| Total | \$48,362,086.17 | 100.00% | | |

This page lets you analyze and compare the week of an event's revenue with the week before and after.

Step 1: Make slicer selection(s).
Step 2: Select the date(s) of interest in **Matrix-1** to see the associated revenues in the other matrices. **Matrix-2** displays the week-to-week changes. **Matrix-3** and **Matrix-4** lets you view the breakdown of revenue and revenue change. Make sure to reselect the dates in **Matrix-1** when you change events.

Event Type

All

Event Name

☐ Chanukah End

☐ Christmas

☐ Cinco De Mayo

☐ ColumbusDay

☐ Easter

☐ Eid al-Fitr

☐ EidAlAdha

☐ Father's day

State, Store

☐ CA

☐ CA_1

☐ CA_2

☐ CA_3

☐ CA_4

☐ TX

Year

☐ 2011

☐ 2012

☐ 2013

☐ 2014

☐ 2015

☐ 2016

Matrix-3 lets you drill down on a week to see the breakdown of the week-to-week revenue change by category and department.

| Week of | Revenue (-1W) | Revenue | Revenue WoW ▲ | % Revenue WoW ▲ by Group |
|-----------|---------------|------------------|---------------|--------------------------|
| 2/5/2011 | \$464,215.68 | \$498,124.20 | \$33,908.52 | 100.00% |
| 2/12/2011 | \$498,124.20 | \$500,998.50 | \$2,874.30 | 100.00% |
| FOODS | \$313,769.76 | \$303,431.52 | (\$10,338.24) | -359.68% |
| FOODS_1 | \$37,272.42 | \$43,037.31 | \$5,764.89 | 200.57% |
| FOODS_2 | \$85,996.59 | \$79,506.44 | (\$6,490.15) | -225.80% |
| FOODS_3 | \$190,500.75 | \$180,887.77 | (\$9,612.98) | -334.45% |
| HOBBIES | \$53,287.93 | \$53,627.46 | \$339.53 | 11.81% |
| HOBBIES_1 | \$51,332.17 | \$51,177.04 | (\$155.13) | -5.40% |
| HOBBIES_2 | \$1,955.76 | \$2,450.42 | \$494.66 | 17.21% |
| Total | | \$183,157,246.69 | | |

Matrix-1 below lists weekly revenue and any event(s) that took place.

| Week of | Revenue: Week of Event |
|---------------|------------------------|
| 2/5/2011 | \$498,124.20 |
| SuperBowl | \$83,497.56 |
| 2/12/2011 | \$500,998.50 |
| ValentinesDay | \$59,728.89 |
| 2/19/2011 | \$460,782.01 |
| PresidentsDay | \$65,547.57 |
| 2/26/2011 | \$471,160.66 |
| 3/5/2011 | \$495,771.21 |
| LentStart | \$58,771.82 |
| 3/12/2011 | \$482,470.48 |
| LentWeek2 | \$60,076.33 |
| StPatricksDay | \$57,509.34 |
| Total | \$498,124.20 |

Matrix-2 below lists weekly revenue over 5-week periods as well as their percentage changes. This lets you compare revenue generated during the week of an event with the week preceding and succeeding it.

| Week of | Revenue (-1W) | Revenue | Revenue (+1W) | Revenue % ▲ (-1W to 0W) | Revenue % ▲ (0W to +1W) |
|-----------|---------------|--------------|---------------|-------------------------|-------------------------|
| 2/5/2011 | \$464,215.68 | \$498,124.20 | \$500,998.50 | 7.30% | 0.58% |
| 2/12/2011 | \$498,124.20 | \$500,998.50 | \$460,782.01 | 0.58% | -8.03% |
| 2/19/2011 | \$500,998.50 | \$460,782.01 | \$471,160.66 | -8.03% | 2.25% |
| 2/26/2011 | \$460,782.01 | \$471,160.66 | \$495,771.21 | 2.25% | 5.22% |
| 3/5/2011 | \$471,160.66 | \$495,771.21 | \$482,470.48 | 5.22% | -2.68% |
| 3/12/2011 | \$495,771.21 | \$482,470.48 | \$445,873.13 | -2.68% | -7.59% |
| 3/19/2011 | \$482,470.48 | \$445,873.13 | \$452,090.84 | -7.59% | 1.39% |
| 3/26/2011 | \$445,873.13 | \$452,090.84 | \$495,992.05 | 1.39% | 9.71% |
| 4/2/2011 | \$452,090.84 | \$495,992.05 | \$483,935.96 | 9.71% | -2.43% |
| 4/9/2011 | \$495,992.05 | \$483,935.96 | \$465,499.55 | -2.43% | -3.81% |

Matrix-4 is a continuation of Matrix-3 by letting you drill down to the item level (only a single-week selection will populate all the columns).

| Item | Revenue | % Total Revenue | Revenue WoW ▲ | % Revenue WoW ▲ by Group |
|-------------|------------------|-----------------|---------------|--------------------------|
| FOODS_1_001 | \$25,729.58 | 0.01% | | |
| FOODS_1_002 | \$64,111.54 | 0.04% | | |
| FOODS_1_003 | \$38,735.85 | 0.02% | | |
| FOODS_1_004 | \$235,998.02 | 0.13% | | |
| FOODS_1_005 | \$73,804.64 | 0.04% | | |
| FOODS_1_006 | \$47,891.23 | 0.03% | | |
| FOODS_1_008 | \$13,024.58 | 0.01% | | |
| FOODS_1_009 | \$17,216.14 | 0.01% | | |
| FOODS_1_010 | \$36,264.93 | 0.02% | | |
| FOODS_1_011 | \$24,810.87 | 0.01% | | |
| Total | \$183,157,246.69 | 100.00% | | |

This page lets you analyze the revenue earned on days that SNAP (food assistance) benefits are distributed.

\$64.99M

\$119.15M

\$184.14M

SNAP Revenue

Non-SNAP Revenue

Total Revenue

State, Store

CA

CA_1

CA_2

CA_3

CA_4

TX

TX_1

TX_2

TX_3

WI

WI_1

WI_2

...

Year

2011

2012

2013

2014

2015

2016

Month

January

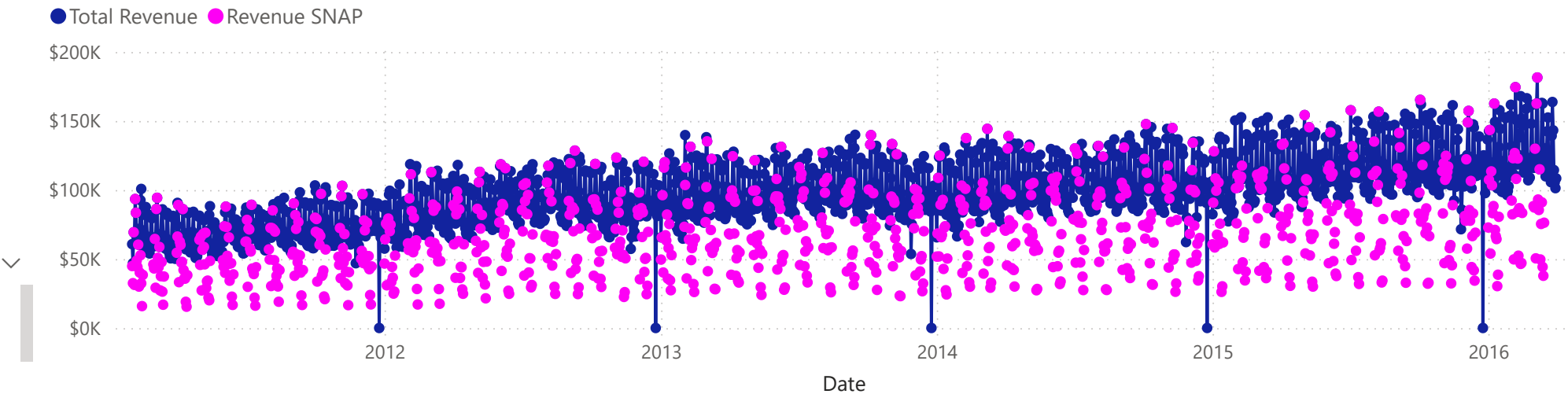
February

March

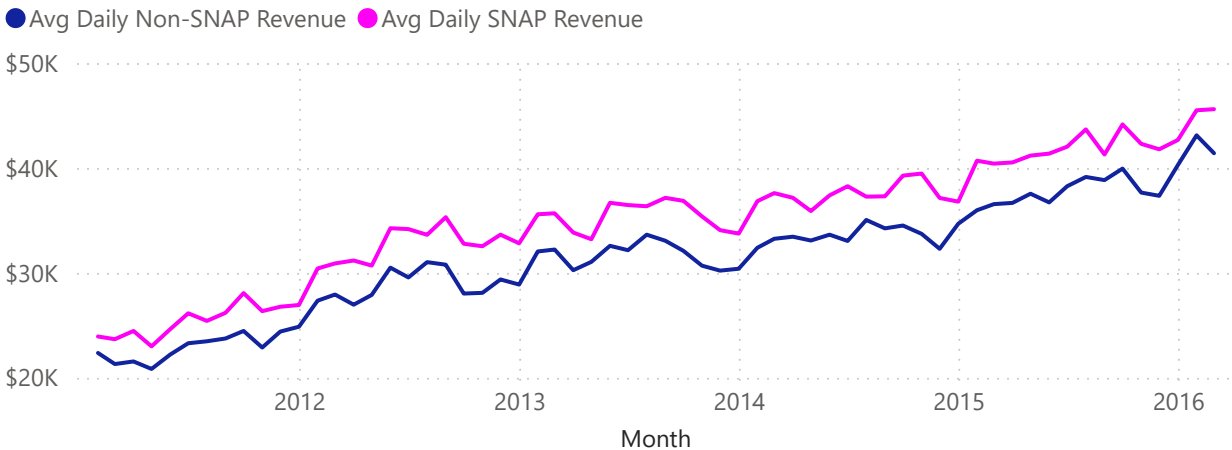
April

May

Below is a plot of total revenue and revenue earned on SNAP days.



Each month's daily average non-SNAP revenue and daily average SNAP revenue:



This matrix breaks down SNAP and non-SNAP revenue for further comparison.

| Category | Revenue Non-SNAP | Revenue SNAP | % Revenue SNAP | % Revenue Non-SNAP | % Revenue SNAP vs Non-SNAP Diff |
|-------------|------------------|-----------------|----------------|--------------------|---------------------------------|
| FOODS | \$67,723,866.92 | \$39,153,560.29 | 60.25% | 56.84% | 3.41% |
| FOODS_2 | \$14,747,857.38 | \$9,717,142.58 | 14.95% | 12.38% | 2.57% |
| FOODS_3 | \$44,587,094.43 | \$25,129,797.42 | 38.67% | 37.42% | 1.25% |
| FOODS_1 | \$8,388,915.11 | \$4,306,620.29 | 6.63% | 7.04% | -0.41% |
| HOBBIES | \$14,911,081.00 | \$7,463,477.92 | 11.48% | 12.51% | -1.03% |
| HOBBIES_2 | \$773,825.24 | \$379,305.78 | 0.58% | 0.65% | -0.07% |
| HOBBIES_1 | \$14,137,255.76 | \$7,084,172.14 | 10.90% | 11.87% | -0.96% |
| HOUSEHOLD | \$36,514,199.33 | \$18,373,492.90 | 28.27% | 30.65% | -2.37% |
| HOUSEHOLD_2 | \$9,616,030.86 | \$4,809,920.87 | 7.40% | 8.07% | -0.67% |
| HOUSEHOLD_1 | \$26,898,168.47 | \$13,563,572.03 | 20.87% | 22.58% | -1.71% |
| Total | \$119,149,147.25 | \$64,990,531.11 | 100.00% | 100.00% | 0.00% |

This page contains an overall time intelligence matrix of revenue data.

| State, Store | Category, Dept, Item | Year | Revenue | Revenue WoW % ▲ | Revenue MoM % ▲ | Revenue QoQ % ▲ | Revenue YoY % ▲ |
|--|---|-------------|----------------|-----------------|-----------------|-----------------|-----------------|
| ^ <input checked="" type="checkbox"/> CA | ^ <input checked="" type="checkbox"/> FOODS | + 2011 | \$1,203,810.88 | | | | |
| <input checked="" type="checkbox"/> CA_1 | ^ <input type="checkbox"/> FOODS_1 | - 2012 | \$1,765,604.74 | | | | 48.02% |
| <input type="checkbox"/> CA_2 | ^ <input type="checkbox"/> FOODS_2 | - Q1 | \$412,312.08 | | | 11.70% | |
| <input type="checkbox"/> CA_3 | ^ <input checked="" type="checkbox"/> FOODS_3 | + January | \$128,235.12 | | -0.78% | | |
| <input type="checkbox"/> CA_4 | ^ <input type="checkbox"/> HOBBIES | - February | \$130,210.23 | | 1.54% | | |
| ^ <input type="checkbox"/> TX | ^ <input type="checkbox"/> HOBBIES_1 | 1/28/2012 | \$12,943.71 | 37.06% | | | |
| <input type="checkbox"/> TX_1 | ^ <input type="checkbox"/> HOBBIES_2 | 2/4/2012 | \$33,218.62 | 11.23% | | | |
| <input type="checkbox"/> TX_2 | ^ <input type="checkbox"/> HOUSEHOLD | 2/11/2012 | \$31,011.54 | -6.64% | | | |
| <input type="checkbox"/> TX_3 | ^ <input type="checkbox"/> HOUSEHOLD_1 | 2/18/2012 | \$30,605.70 | -1.31% | | | |
| ^ <input type="checkbox"/> WI | ^ <input type="checkbox"/> HOUSEHOLD_2 | 2/25/2012 | \$22,430.66 | -2.01% | | | |
| <input type="checkbox"/> WI_1 | | + March | \$153,866.73 | | 18.17% | | |
| <input type="checkbox"/> WI_2 | | - Q2 | \$485,700.36 | | | 17.80% | |
| <input type="checkbox"/> WI_3 | | + April | \$153,957.63 | | 0.06% | | |
| | | + May | \$167,714.53 | | 8.94% | | |
| | | + June | \$164,028.20 | | -2.20% | | |
| | | - Q3 | \$481,976.45 | | | -0.77% | |
| | | + July | \$158,575.42 | | -3.32% | | |
| | | + August | \$170,729.27 | | 7.66% | | |
| | | + September | \$152,671.76 | | -10.58% | | |
| | | - Q4 | \$385,615.85 | | | -19.99% | |
| | | + October | \$132,749.51 | | -13.05% | | |
| | | + November | \$122,163.53 | | -7.97% | | |
| | | + December | \$130,702.81 | | 6.99% | | |
| | | - 2013 | \$1,800,459.72 | | | | 1.97% |
| | | + Q1 | \$388,785.51 | | | 0.82% | |
| | | + Q2 | \$443,007.43 | | | 13.95% | |
| | | + Q3 | \$505,744.87 | | | 14.16% | |
| | | + Q4 | \$462,921.91 | | | -8.47% | |
| | | + 2014 | \$1,918,394.73 | | | | 6.55% |
| | | + 2015 | \$1,866,113.61 | | | | -2.73% |
| | | Total | \$9,013,033.98 | | | | |

1/29/2011

| Dept | Revenue ▼ | % Revenue |
|--------------|-------------------------|----------------|
| FOODS_3 | \$70,966,590.49 | 37.81% |
| HOUSEHOLD_1 | \$41,261,927.57 | 21.99% |
| FOODS_2 | \$25,019,508.32 | 13.33% |
| HOBBIES_1 | \$21,644,357.51 | 11.53% |
| HOUSEHOLD_2 | \$14,691,615.11 | 7.83% |
| FOODS_1 | \$12,918,523.23 | 6.88% |
| HOBBIES_2 | \$1,174,047.79 | 0.63% |
| Total | \$187,676,570.02 | 100.00% |